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CLOVER SEEDS

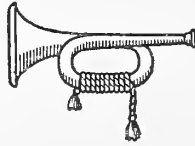
A Short Discourse and A Complete Exhibit

THE ALBERT DICKINSON COMPANY

Seed Merchants—Seed Refiners

CHICAGO, U. S. A.

Reveille!



MERCHANTS! Your ability to serve the farmer is challenged. Accept the challenge. Smile. Keep smiling—you can win!

Merchants! Opportunity knocks. If sleeping, wake! Arouse! The farmer is beset with much advice! He wants but a square deal. You can give it—now and in the future. Help him. His success is your success. We are willing to help you—we are able to help you—we will help you.

Field seeds, finest quality, of known origin, the kind recommended by competent authorities, are the kind we have. We have them for you, and for your customers. The seed business is your business and our business!

Let's to business!

THE ALBERT DICKINSON COMPANY

Seed Merchants — Seed Refiners

CHICAGO, U. S. A.



LOVER wears a coat of many colors,
woven from the flags of many nations.

In hamlet, field or city, wherever Clover seed is found, in nearly every country, merchants meet on common ground. Barriers of local customs disappear, and unfamiliar notes of scarce known dialects are nigh forgotten.

The same quality in the knowing eye, which, in one comprehensive glance, appreciates and appraises the beauties of the rug, the scintillating jewel, or the masterpiece of the painter, comes also into play in the quick recognition of perfections or flaws in the attractive seeds; while for the lively trading instinct of the Clover merchants, the ebb and flow of fluctuating markets provides a picture which holds unflagging interest.



LOVERS constitute a highly important branch of our Field Seed business. The recently enacted tariff has brought about an important change in the position of the trade, tending to divert practically all of the demand to the West, whereas, for some years past, a large part of the Eastern requirements have been supplied with imported seed. Aside from the stiff duty, which would in itself operate against imports, Europe lacks this year the supplies which normally would be sold to this country.

Considerable prejudice has been created against some lines of imported seed, but inasmuch as the trade of the country this season will be taken care of with **native seed**, it would be needless to discuss, pro or con, the relative merits.

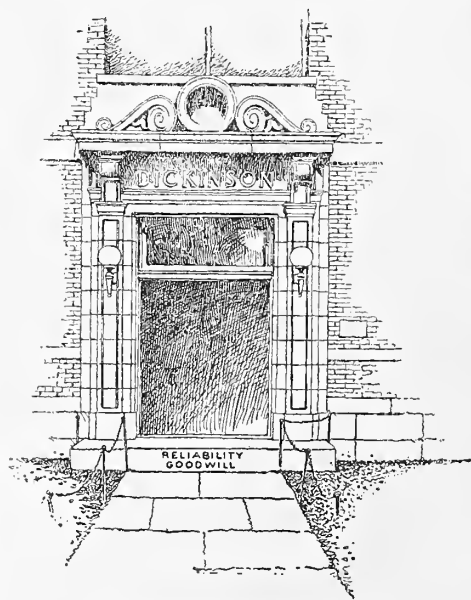
In any case, as merchants, we speak to merchants. The question of what is good to use, or not to use, we can more properly leave to State Experiment Stations, who, with their close contact with the soil, are in better position to advise. Our business, as merchants, is to satisfy the demand for good seeds. This we aim to do.

The secret of merchandising success is the complete assortment, under one roof, of everything the buyer needs. This we have, and maintain. As the Clover seed business becomes more and more specialized, the more attention we devote to it.

Information as to place of origin is more demanded. This information we are glad to furnish. Our widely scattered direct connections enable us to go far in this respect. We would not mislead. Any assurance we give **our customers** may be safely passed on to **their customers**.

Nature is primarily responsible for weed seeds. Exacting seed laws rule against them. By patient experiment we have tried to meet the situation. We have succeeded. By our private refining processes we have largely solved the problem of elimination of weeds from field seeds.

Farm Bureaus and Co-operative societies are active. What does the future hold for them? Whatever part of their activities is for the public good, might well be encouraged. As citizens, we observe. As merchants, we study. As merchants, we do not forget that it is our business to continue to serve the farmer to his entire satisfaction, and for his good. His good means our good.



The Welcoming Portals

The demand for good seeds is insistent. The Department of Agriculture at Washington, and State Experiment Stations, with their disinterested workers, are of constant benefit to farmers. Watch them. They will advise well. They consistently advocate good seeds of known origin. Our business is to supply the best. We do it! The accumulated endeavor of years, as represented in our business, is at your service. Thousands of dealers, year in and year out, supply their customers with **Dickinson's Seeds**.

RED CLOVER, Michigan, Wisconsin or Minnesota grown: The crop in these localities was moderate, and quickly absorbed. The demand is increasing for seed which is definitely known to have been raised in these states. If wanted, we have it!

RED CLOVER, Idaho grown: Seed from this state, as a rule, is easily distinguished by its high color and all-round attractive appearance. While weed seeds are becoming more in evidence, yet much of the seed is still of fine quality and clean. This year's crop has practically moved. If wanted, we have it, and will be pleased to offer by sample.

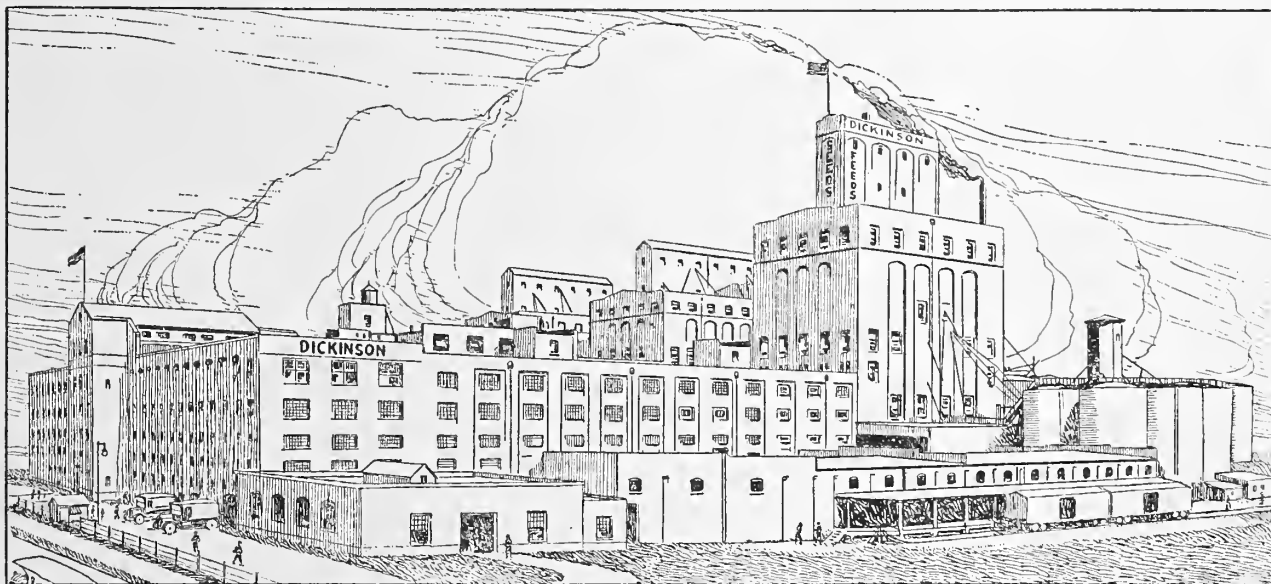
RED CLOVER, grown in Illinois, Indiana, Ohio: The moderate crop of these Prairie States was produced in more or less scattered localities. A great deal of this seed is clean and desirable, besides answering the call for seed grown in more northern latitudes. For many years these states have supplied seed from which successful stands have been secured in all parts of the country. If this seed is preferred, we have it!

RED CLOVER, Canadian grown: Very little of this seed will come across the border. Whatever was raised of suitable quality, and considerably more, may be needed for home consumption.

MAMMOTH CLOVER: Much care is always given in the purchase of Mammoth, and its segregation from the Medium. The Mammoth, maturing earlier, must be secured when harvested, and carried in stock so that, as far as possible, it will be available for spring trade. It oftentimes becomes difficult to obtain later in the season. Standard qualities bring a small premium over Medium Red. We now have it to offer.

ALSIKE CLOVER: Broadly speaking, all the Alsike produced is Northern grown. The quality this year, on the whole, is satisfactory. Values of Alsike are ruling at a material discount under those of Red Clover. If you are buyers of Alsike, we have it!

ALFALFA: Rapid strides have been made in the use of this Legume. It has become highly specialized. Relative merits and adaptability of this or that strain supply the theme for much discussion. Who knows? For the answer we turn again to the Experiment Stations, whose patient experiments and careful observation prove of constant value to the farming community.



One View of Dickinson's Chicago Plant

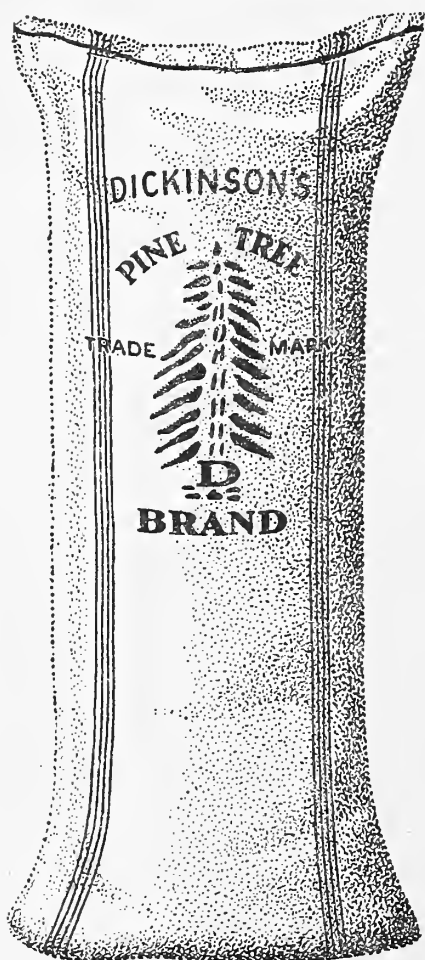
ALFALFA, Northwestern grown: This class of seed comes from scattered localities throughout the Northwest, and where selected as to actual quality, satisfies the demand for a hardy seed, from which, in recent years, uncounted successful stands of Alfalfa have been secured. Where this class of Alfalfa seed is desired, we have it!

ALFALFA, Dakota grown: The crop in this section was small and very little of it is now to be had. Weed seeds, unfortunately, are oftentimes more in evidence in this seed than in seed from some other localities.

ALFALFA, Montana grown: The crops of recent years have been small, and this year is no exception. Production this year has been closely checked by State Authorities, who have inaugurated the system of having genuine Montana grown Alfalfa shipped in bags sealed under direct supervision of State Authorities. Our own purchases have been made by our direct representatives, and the seed we offer this year will be shipped in sealed bags. This extra precaution is taken to give further satisfaction to our customers, and, in turn, their customers. Until the supply of genuine Montana seed gives out, we will have it to offer.

ALFALFA, Kansas and Nebraska grown: Seed produced in these two states, largely raised on dry land, is generally favored, but the crop this year being small, supplies are very limited. However, where wanted, we have it!

ALFALFA, Arizona grown: This seed, coming from a southern climate, is not generally favored for northern latitudes. We cannot offer it.



The World's Standard of Quality

ALFALFA, Grimm variety: Supplies of Grimm come principally from Idaho, Montana and Dakota. Our own seed originates from fields which have been under contract for some years. We give unusual care to the question of genuineness, and our increasing distribution of Grimm is the reward. The Montana Grimm which we supply this year is also certified, and the bags sealed by State Authorities.

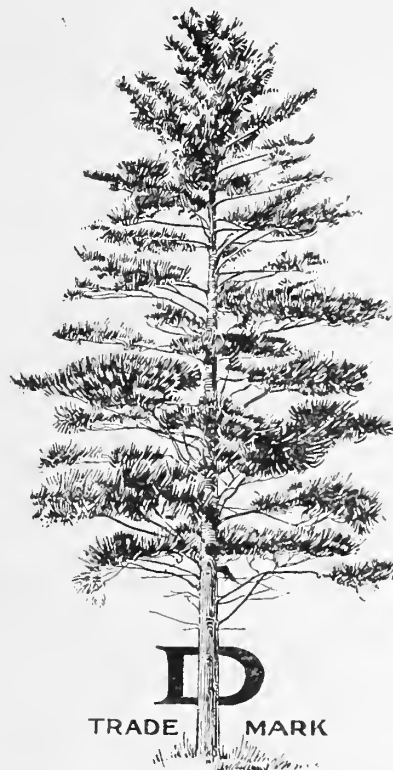
ALFALFA, South American: This seed this year is nearly all of fine appearance and where wanted we offer it on its merits. The price comes lower than native seed.

SWEET CLOVER, WHITE BLOSSOM, (Melilotus Alba): The crop all-round this season was very much less than that of last year. Trade has been very active, and while values have advanced, prices are yet much below those of other clovers. The use of White Blossom variety has largely increased during recent years—it has become more or less of a staple. Whatever may be wanted in Sweet Clover, we have it!

GRUNDY COUNTY SWEET CLOVER: A limited amount of this strain is produced. It is reported to be more desirable than the common variety of White Blossom. It matures about four weeks earlier. The growth is much smaller, texture finer, and from a fodder standpoint, it is preferred. Supplies of seed are quite limited, but we have it!

SWEET CLOVER, YELLOW BLOSSOM (*Melilotus Officinalis*): The Yellow Blossom variety is not so generally used as the White Blossom, but it is preferred in some cases. The *Melilotus Officinalis* should not be confused with another Yellow variety (*Melilotus Indica*) an annual which, outside of isolated cases, has no place in the scheme of farming.

HUBAM: Is now quotable at moderate prices. If wanted, we have it!



IT STANDS ALONE
**DICKINSON'S
PINE TREE BRAND
FARM SEEDS**

The Symbol of Goodness in Seeds

WHITE CLOVER: The crop, at home and abroad, was a small one. Stocks are generally light, and values high. The requirements of Lawn Seed account largely for the demand for White Clover. Our own stock is small, but assortment complete. Whatever you need, we have it!

CRIMSON OR SCARLET CLOVER: Generally speaking, there is but little call for this variety in the north, it being adapted and its use confined more to southeastern parts of the country. However, when wanted, we have it!

FOR Sixty-nine years the name DICKINSON, in the seed world, has stood for *Quality* and *Reliability*—for nearly three-quarters of a century, seed merchants and farmers have known that when they purchased DICKINSON'S SEEDS they would always get precisely what they had bought.

***Pine Tree Brand—The Symbol of Goodness
in Farm Seeds:***

Timothy.	Millets
Red and Mammoth Clover.	Hungarian.
Alsike Clover.	Cow Peas.
Sweet Clover.	Soy Beans.
White Clover.	Sudan Grass.
Crimson Clover.	Vetch.
Alfalfa.	Fine Imported Grasses.
Red Top.	Grass Seeds for Lawns and Golf Courses.
Blue Grass.	Selected Seed Corn and Seed Grains.
Orchard Grass.	Nod-O-Gen—An inoculating bacteria of our own manu- facture.
Rye Grasses.	Globe Feeds.

*The Name Dickinson in Seeds, at
Home or Abroad, Means Reliability*

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